

# **EXHIBIT A**

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116 New Montgomery Street  
Suite 600  
San Francisco, CA 94105  
Telephone: (415) 974-6620  
Facsimile: (415) 947-0260  
[www.glsresearch.com](http://www.glsresearch.com)

San Francisco  
Las Vegas

# **LAS VEGAS VISITOR PROFILE**

**Calendar Year 2006**

***Annual Report***

**Prepared for:**

**Las Vegas Convention And  
Visitors Authority**

**By:**

**GLS Research**

## **ACKNOWLEDGMENTS**

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### **VISITOR PROFILE STUDY**

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**Research Analyst — Gina Zozaya**

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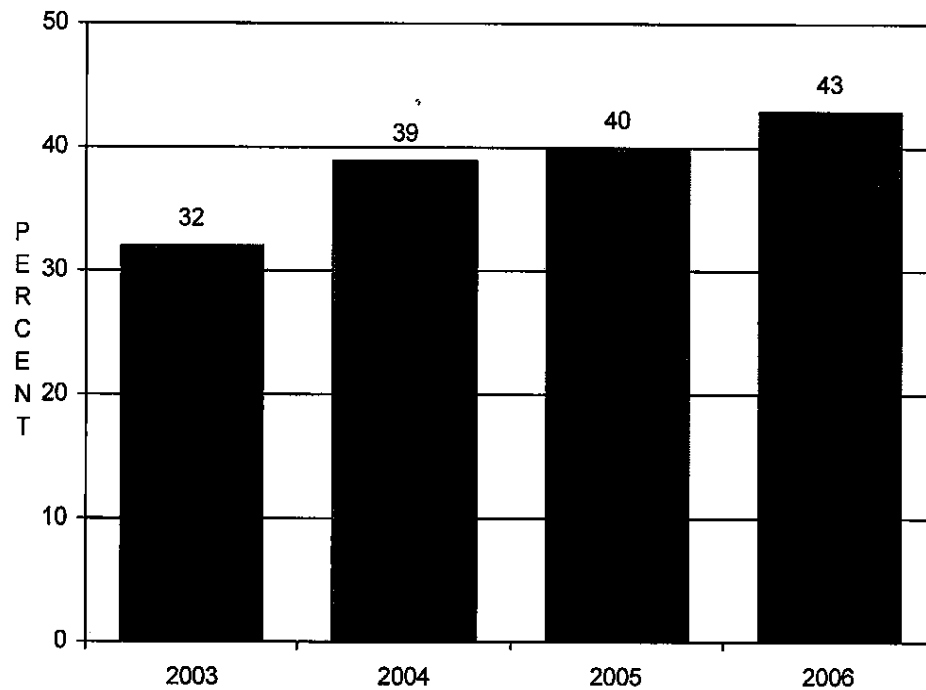
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FIGURE 20  
Whether Used The Internet To Plan Trip\*

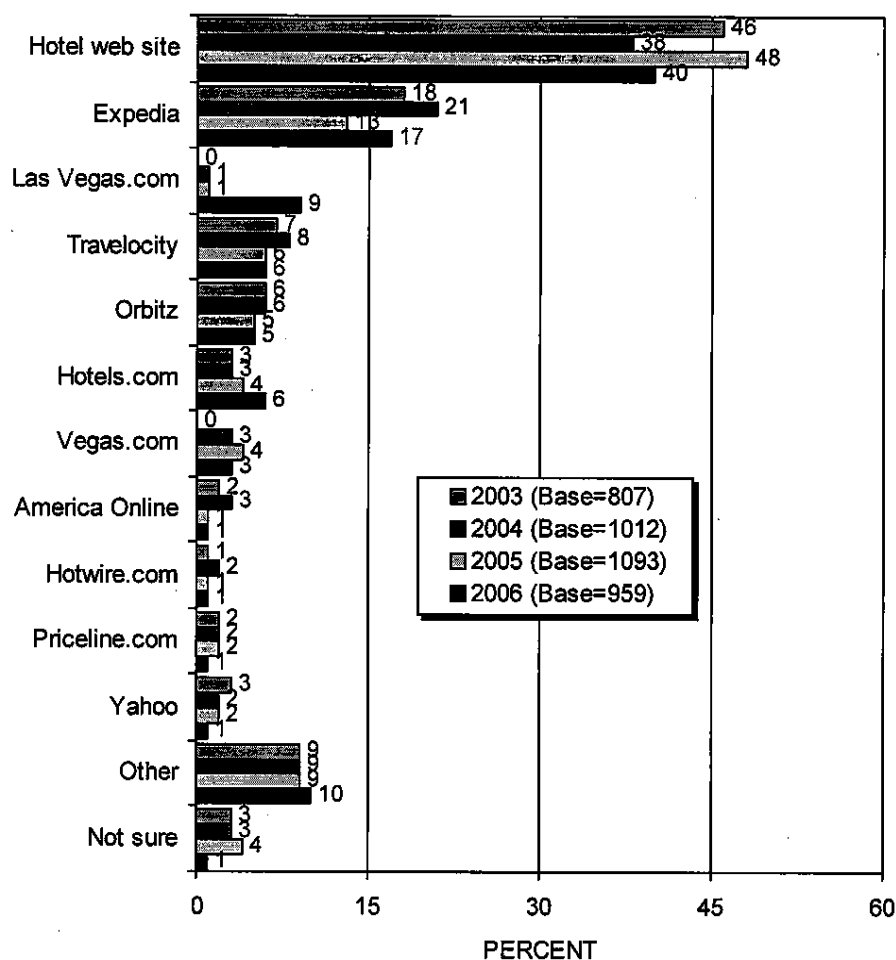


Visitors were asked if they used the Internet to plan their trip, and 43% said yes, up slightly from 2004 and 2005, but up significantly from 32% in 2003 (Figure 20).

\* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

Only "yes" responses are reported in this chart.

**FIGURE 23**  
**Web Site Used To Book Accommodations\***  
 (Among Those Who Booked Their  
 Accommodations In Las Vegas Online)



Among those who booked their accommodations online for their current trip to Las Vegas, four in ten (40%) said they used a hotel web site, down from 48% last year (Figure 23). Seventeen percent (17%) said they used Expedia, up from 13% in 2005. Six percent (6%) used Travelocity, 5% used Orbitz, while the remaining visitors used a variety of other web sites.

\* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

FIGURE 69  
VISITOR DEMOGRAPHICS\*

	2003	2004	2005	2006
<b>ETHNICITY</b>				
White	83%	80%	83%	85%
African American/Black	6	6	4	4
Asian/Asian American	4	7	5	4
Hispanic/Latino	7	7	7	6
Other	1	0	1	1
<b>HOUSEHOLD INCOME</b>				
Less than \$20,000	4	3	1	1
\$20,000 to \$39,999	19	13	6	6
\$40,000 to \$59,999	27	23	18	18
\$60,000 to \$79,999	17	21	24	21
\$80,000 to \$99,999	12	13	15	15
\$100,000 or more	10	13	22	24
Not sure/no answer	12	15	14	15
<b>VISITOR ORIGIN</b>				
<u>U.S.A.</u>	<u>88</u>	<u>87</u>	<u>88</u>	<u>87</u>
Eastern states†	8	10	9	8
Southern states‡	12	13	13	13
Midwestern states§	16	17	14	14
Western states**	52	48	52	52
California	34	31	33	32
Southern California	29	27	29	27
Northern California	5	4	4	6
Arizona	5	6	6	7
Other Western states	13	11	13	12
No ZIP code given	0	0	0	0
<u>Foreign</u>	<u>12</u>	<u>13</u>	<u>12</u>	<u>13</u>
BASE	(3345)	(3300)	(3600)	(3599)

\* NOTE: With data now reported on a CALENDAR year basis, the 2003 figures in this report may differ from FISCAL year 2003 results reported in previous visitor profile studies.

† Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

‡ Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

§ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

\*\* Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.